

# Summer Global Internship in Singapore

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## WHAT IS THE SUMMER GLOBAL INTERNSHIP PROGRAM?

For my STEP Signature Project, I participated in the Summer Global Internship Program during the summer of 2017 through the Office of Global Business at the Fisher College of Business. Through the program, I was placed as a marketing intern at a pharmaceutical company, called Marken, for eight weeks. The Summer Global Internship Program is designed to provide students valuable global work experience, cultural awareness, and professional growth.



Co-workers and VP at Marken

## WORK EXPERIENCE

While interning abroad in Singapore, I learned many valuable marketing skillsets I can build off of going further with my career. At Marken, I was tasked with creating standard operating procedures for their Facebook social media platform and collecting case studies across the Asia-Pacific region to highlight branch success stories on how Marken goes above and beyond to serve their customers. To collect these stories, I learned how to work with multi-cultural and multi-locational teams. I was coordinating with managers in India, South Korea, China, Japan and Australia, so I had to learn how to work around the time-zone differences and various cultural work standards.

## INTERNSHIP FOCUS

Listed below are the main activities I focused on and accomplished during my internship at Marken:

- Generated a template for Marken Facebook standard operating procedures across the Asia-Pacific region
- Consolidated Marken success stories from China, India, South Korea, Japan, Singapore, and Australia
- Developed six case studies for publication based on the Marken branch success stories
- Connected and coordinated with five regional advertising firms to increase branding and awareness of Marken in the marketplace
- Analyzed and compiled information on various local philanthropy organizations and pitched a final event plan to further the company's social responsibility initiatives to Marken's Vice-President.



Bangkok, Thailand



Bangkok, Thailand

## PERSONAL EXPERIENCES

The memories I made while living in Singapore for a summer will never be forgotten. Outside of my internship, I had the chance to explore the city during the evenings after work and travel on the weekends with other OSU students. My favorite experiences were the ones spent with my friends trying new foods in various places like Little India, China Town, and Arab Street, hiking famous trails, travelling to Bangkok, and seeing famous structures across Singapore.

Personally, this experience enhanced my communication skills, my ability to adapt to a new culture and embrace their traditions, and my independence. In the end, I have grown as a person and matured during my time abroad. Because this was my first internship, I learned how to balance my professional and personal life on my own. I was able to successfully carry out my duties at work while making time to experience the vibrant culture in Singapore.



O-H-I-O in front of the iconic Marina Bay Sands

## Lunch break with co-workers at Marken



## EMBRACING THE CULTURE

My favorite part of my experience was the daily lunch breaks I was able to share with my coworkers. Eating lunch with the various departments and Vice-President of Marken fostered great relationships and I think aided in the success of my internship. It was very exciting for my coworkers to take me to new hawker food centers everyday to try their favorite dishes and it was exciting for me to really feel apart of their culture. Throughout the lunches, I learned about their families, friends, and their home countries. I was able to share with them about my family and friends in America and the American culture I grew up in.

## MOVING FORWARD

Moving forward, my summer global internship has positively impacted my academic, personal, and life goals. It has given me an insightful perspective of living in a new culture that enhances my studies at OSU and my internship experience abroad has differentiated me from others applying for internships. My internship provided me with valuable skills and experience I can use to get an internationally focused job.